

Amendments to the Claim:

The following listing of claims will replace all prior versions and listings of claim in the application:

Listing of Claims:

Claim 1 (original): A device for reading information recorded on a magnetic strip incorporated in printed media, comprising:

 a first guide member;

 a second guide member disposed in proximity to said first guide member to form a groove through which said magnetic strip may be slidably moved;

 a magnetic reading head having a contact end disposed in said groove and facing said first guide member which is operable when said magnetic strip is slidably moved through said groove to generate an electrical signal therefrom;

 a strip of resilient material held in a flexed position between a pair of mounts disposed on either side of said magnetic reading head, so as to cause said strip to engage said magnetic reading head and apply a force thereto so as to bias said contact end thereof toward said first guide member; and

 a circuit to process said electronic signal to generate therefrom an output compatible with a peripheral input provided on a computer.

Claim 2 (new): A device for reading information recorded on a magnetic strip incorporated in printed media, comprising:

 a first guide member;

a second guide member disposed in proximity to said first guide member to form a groove through which said magnetic strip may be slidably moved;

a magnetic reading head having a contact end disposed in said groove and facing said first guide member which is operable when said magnetic strip is slidably moved through said groove to generate an electrical signal therefrom;

a retainer disposed apart from said magnetic reading head;

a member of elastic material disposed between said retainer and said magnetic reading head, and wherein the distance between said retainer and said magnetic reading head is such that said member of elastic material is compressed so as to apply a force to said magnetic reading head so as to bias said contact end thereof toward said first guide member; and

a circuit to process said electronic signal to generate therefrom an output compatible with a peripheral input provided on a computer.

Claim 3 (new): A method for using a print advertisement to promote electronic commerce, comprising:

- (a) contracting to place print advertisement incorporating a machine readable medium;
- (b) producing said print advertisement, containing an advertising message in print form, and said machine readable medium, wherein said machine readable medium is encoded with information comprising a URL on the worldwide web;
- (c) distributing to prospective customers readers configured to be operable with a computer in order to read said machine readable medium; and
- (d) providing a web-based facility responsive to said URL.

Claim 4 (new): The method of claim 3, further comprising:

(e) adding an authorization code to the information encoded on said machine readable medium; and

(f) checking said authorization code to control access to said URL.

Claim 5 (new): The method of claim 3 or claim 4, wherein said machine readable medium is a magnetic medium.

Claim 6 (new): A method in accordance with claim 5, wherein said reader is a magnetic strip reader in accordance with claim 1.

Claim 7 (new): A method in accordance with claim 5, wherein said reader is a magnetic strip reader in accordance with claim 2.

Claim 8 (new): The method of claim 4, wherein said authorization code is formulated so as to limit use of said reader to authorized distribution programs.

Claim 9 (new): The method of claim 4, wherein said authorization code is formulated with reference to the content of said advertisement.

Claim 10 (new): The method of claim 4, wherein said authorization code is time limited.

Claim 11 (new): The method of claim 4, wherein access to said URL is redirected if said authorization code is not successfully checked.

Claim 12 (new): The method of claim 4, wherein said authorization code is checked by digital logic incorporated in said reader.

Claim 13 (new): The method of claim 3, wherein said print advertisement is in the form of a card incorporating said encoded machine readable medium, distributed as part of an advertising card deck.

Claim 14 (new): The method of claim 13, wherein said card deck is distributed as part of a package further comprising a magnetic strip reader.

Claim 15 (new): The method of claim 14, wherein the recipient is charged for the package, the price thereof including a charge for said reader.

Claim 16 (new): The method of claim 15, wherein said card pack contains offers constituting an incentive to motivate purchase of the package.

Claim 17 (new): The method of claim 3, wherein costs of the method are spread over a plurality of advertisers utilizing the method.

Claim 18 (new): The method of claim 13, wherein costs are spread in accordance with claim 17, and said card deck comprises cards bearing advertisements of a plurality of advertisers.

Claim 19 (new): The method of claim 3, further comprising changing the information provided at said URL after said print advertisement has been disseminated.

Claim 20 (new): The method of claim 3, further comprising distributing a software program that captures and stores for future retrieval information read with the machine readable media distributed in accordance with said method.

Claim 21 (new): A method of producing advertisements on printed media incorporating magnetically encodable machine readable media, comprising:

- (a) printing a plurality of advertisements on a single printed medium;
- (b) applying magnetic media to said printed medium in a manner that applies said magnetic media to a plurality of advertisements printed on said printed medium;
- (c) physically separating said advertisements so as to produce a plurality of printed advertisements, each incorporating a portion of said magnetic medium.

Claim 22 (new): A method for using a printed medium to distribute information which may be used in related computer processes, comprising:

- (a) producing a printed medium, containing message in print form;

(b) incorporating in said printed medium a machine readable medium, wherein said machine readable medium is encoded with information comprising instructions to be executed by a computer program for a purpose related to said printed message; and

(c) distributing to prospective recipients of said printed media readers configured to be operable with a computer in order to read and execute said machine readable instructions.

Claim 23 (new): A conventional paper business card containing a person's name and business affiliation in printed form, and adapted so as to have a magnetically coded strip incorporated thereon, said strip being encoded with information related to said business card.